

THE FOURTH  
ANNUAL  
COLLECTION  
OF BLUNDERS,  
BOMBS, ACTS  
OF IDIOCY,  
AND OTHER...

# MAD FOLLIES

OUR PRICE

**50c**

CHEAP



PLUS SPECIAL FULL-COLOR, CUT-OUT BONUS! MAKE YOUR OWN  
**MAD MOBILE**

"That's right, Operator! Long Distance—  
Person-to-Person to Arnold Finster—"

There goes crafty old  
Arnold Finster—bilking  
the Telephone Company  
again by placing a  
Long Distance  
Person-to-Person  
call to himself—  
a free way to let  
his family know  
he arrived safely!

Maybe if we stopped spending millions of dollars for fancy ads like these to  
get folks to phone Long Distance... and lowered our rates instead, guys like  
Arnold Finster could afford to make legitimate Long Distance telephone calls!



## **BILKED TELEPHONE SYSTEM**

*Calling yourself Person-to-Person is the  
next best thing to calling Long Distance*

# The 4th Annual COLLECTION OF MAD FOLLIES

★ ————— ★  
ALSO BLUNDERS,  
BOMBS AND OTHER  
ACTS OF IDIOCY  
FROM PAST ISSUES  
★★

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The Usual Gang of Idiots



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THIS ISSUE'S ECONOMY-MINDED, BLACK-AND-WHITE, ONE PAGE

# MAD FOLD-IN

Millions of people who suffer from dread diseases and disorders are praying that cures will be found in time to save them. Scientists and researchers, employed by American Industry, are aware of this. Rest assured they know what is really important, and will dedicate themselves to finding solutions. Now fold page in and you will see:



FOLD PAGE OVER LIKE THIS

## THE NEXT SCIENTIFIC-MEDICAL BREAKTHROUGH THAT MILLIONS OF DOLLARS WILL BE SPENT TO DISCOVER

A▶

FOLD THIS SECTION OVER TO LEFT

◀B FOLD BACK SO "A" MEETS "B"

SCARLET FEVER  
ARTHRITIS  
FLU  
ENCEPHALITIS  
LETHARGICA  
CHOLERA  
INFANTILE PARALYSIS  
GRIPPE  
ASTHMA  
RHEUMATISM  
EDEMA  
TYPHUS  
TETANUS  
EPILEPSY  
SHINGLE

TUBERCULOSIS  
HEART DISEASE  
CONJUNCTIVITIS  
BERI-BERI  
DYSENTERY  
HAY FEVER  
VARICOSE VEINS  
PELLAGRA  
SEVEN YEAR ITCH  
PNEUMONIA  
MAD ADDICTION  
ALFRED  
E.  
NEUMA



Jaffee

THE HEALTH OF THE AMERICAN PEOPLE, CRIPPLED AND SICK WITH ALL THEM TERRIBLE DISEASES AND DISORDERS AND (YECCHI!) OTHER THINGS! THIS IS WHAT AMERICAN INDUSTRY'S SCIENTISTS KNOW IS REALLY IMPORTANT!



*M a k e B e a u t i f u l H a i r*

# B L E C C H

THERE ARE THREE BLECCH SHAMPOOS FOR THREE DIFFERENT HAIR CONDITIONS

Are you a teenage boy with Beautiful Hair? Well no wonder the girls hardly notice you. Today, you've got to be a teenage boy with Bleccch hair. Then the girls will scream with delight, roll on the floor and kick their feet when they see you. So why waste another minute? Shampoo your hair with Bleccch tonight. Bleccch comes in three special formulas:



- For dry hair—a special formula that takes neat crew-cut type hair and lays it down over your ears. ● For oily hair—loosens up that slick-combing stuff so it spills down over your eyes. ● For normal hair—gives it proper body so it mushrooms all over your head. Get the shampoo that's right for you, and make your hair "Bleccch"! Yeah! Yeah! Yeah!